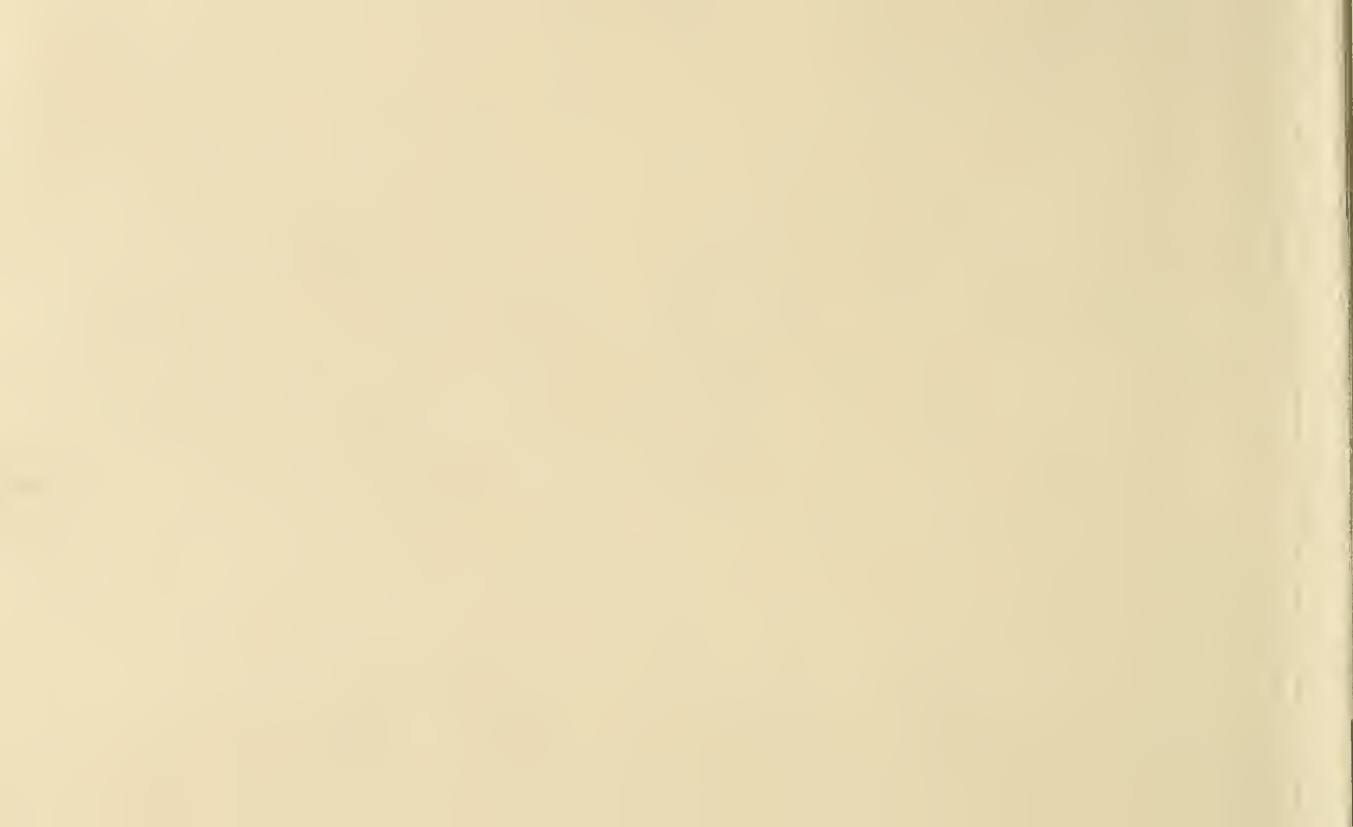
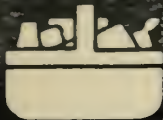


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RUGS

CONSUMER TIPS > >

RUG WEAVES OR KINDS

Axminster: heavy ridges on back, unlimited colors, usually figured pattern, will roll lengthwise but not crosswise.

Wilton: short pile, usually figured pattern, at least 2 colors, but more often 4 or 5, design clear-cut and distinct, back tough but flexible.

Velvet: simplest weave, usually solid colors, economical in solid colors because of mass production, better qualities very durable.

(over)

1. Rugs are made of wool, cotton, jute, and linen.
2. Long-wearing rugs have all wool pile.
3. Rug weave is no indication of quality.
4. "Broadloom" means rug made on broad loom -- does not indicate quality.
5. Quality depends on materials used, firmness of weave, flexibility, ruggedness, and density of fabric.
6. Rug wear increases with use of under mat.
7. Clean rugs last longer than dirty ones.
8. Wool Labeling Act, effective July 1941, does not require labels to tell amount or kind of wool used.

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WASHINGTON, D. C.